GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:292
ANSWERED ON:16.03.2001
POLICY OF ENGAGING PRIVATE PRODUCERS BY DD AKASHWANI
NAWAL KISHORE RAI;SUSHIL KUMAR INDORA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the policy on engaging private producers in the production of programmes for Doordarshan and Akashwani;

(b) whether private producers are being allowed to produce programmes for Doordarshan and Akashwani; and

(c) if so, the details thereof indicating the percentage of programmes produced by these private parties?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a), (b) & (c) : A Statement is laid on the Table of the House.

Statement referred to in reply to parts (a) to (c) of Lok Sabha Starred Question No. 292 for answer on 16.03.2001

(a) to (c): According to Prasar Bharati, Doordarshan engages private producers under the following circumstances:

(i) To meet the requirement of Software for a channel.

(ii) For the purpose of preserving works of literature and other creative arts which are of archival value and also for enriching the programme content of different channels.

(iii) For programmes on subjects of public interest, which otherwise would not be available to Doordarshan.

(iv) Programmes are also commissioned keeping in view the international marketing prospects.

In so far as All India Radio is concerned, most of its programmes are producedin-house. However, to involve outside eminent talents, some programmes are assigned to private producers.

The percentage of programmes produced by Private producers varies among channels depending upon the profile of the channels.